(b) whether Government are taking any action to put a ban on such channels or taking any action against such channels; and

(c) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (c) All satellite TV channels transmitted/retransmitted through the cable networks are required to adhere to the provisions of Programme Code, prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. The Central Government has constituted an inter-ministerial committee to look into the violations of the Programme Code. Cognizance of any such violations is taken *suo-moto* or on receipt of complaints by the aforesaid Committee. Cognizance of such violations can also be taken by "Authorised Officers", prescribed under the said Act.

CAS for consumers

†810. DR. PRABHA THAKUR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the CAS would be beneficial for the consumers;

(b) whether the CAS would be more cheaper in comparison to the cable system;

(c) whether it would not be possible to watch programmes of various channels without the Set Top Boxes; and

(d) whether the people who cannot afford Set Top Boxes would be deprived of watching various channels?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) and (b) CAS would be beneficial for consumers for the following reasons:-

(i) Government has specified Rs. 72/- (Plus taxes) as the maximum price of basic service tier, consisting of not less than 30 free-to-air channels of different genres of entertainment, news, sports, children's programmes and music. Additional free-to-air channels

†Original notice of the question was received in Hindi.

would also be available to subscribers within the maximum amount mentioned.

(ii) Consumers will have the choice to pay for only those pay channels which they choose to watch.

(iii) Consumers will have a control over the content they wish to view.

(iv) It has been made obligatory for cable operators to make provisions for rent, security deposit, repair and maintenance of Set Top Boxes (STB).

(v) Some MSOs/Cable Operators have come out with consumer friendly schemes through which the STBs will be made available to consumers.

(vi) Government has reduced the duty on import of STBs and its components to make them more affordable.

(c) and (d) STB will be required for viewing pay channels only and not for FTA channels. Subscribers who cannot afford STBs would have the benefit of watching at least 30 free to air channels. Some MSOs have indicated that they would have the capacity to show 60-70 free to air channels in their networks.

Code of conduct on advertisements

†811. SHRIMATI SAROJ DUBEY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that media is constantly neglecting the code of conduct regarding advertisements; and

(b) if so, the number of advertisers against whom action has been taken during the last three years for neglecting the said code?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) and (b) Advertisements of all TV channels, when transmitted/retransmitted through the cable networks, are required to adhere to provisions of the Advertisement Code prescribed under Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. The Central

†Original notice of the question was received in Hindi.